

Message Text

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PAGE 01 STATE 013372
ORIGIN COME-00

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R 200056Z JAN 77
FM SECSTATE WASHDC
TO AMEMBASSY TAIPEI

UNCLAS STATE 013372

E.O. 11652: N/A

TAGS: BEXP; TW

SUBJECT: FY 1978 COUNTRY COMMERCIAL PROGRAM

REFERENCE: (A) TAIPEI 2367; (B) STATE A-5757; (C) STATE
292385

1. THE FOLLOWING OBSERVATIONS REFER TO THE PRELIMINARY
FY 1978 CCP INPUTS SUBMITTED PER REFTTEL (A) IN RESPONSE
TO STATE 054879 AND ARE PROVIDED AS GUIDANCE TO ASSIST
THE POST IN FORMULATING ITS DRAFT CONTRIBUTION TO THE
FY 1978 PROGRAM.

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2. EXCEPT AS NOTED BELOW, WE JUDGE THAT THE PATTERN
AND THEMES OF SUGGESTED CAMPAIGNS CONTINUE TO CONSTITUTE
AN OPTIMUM APPROACH TO EXPLOITING SALIENT MARKET CHARACTER
ISTICS ON BEHALF OF U.S. INDUSTRY.

3. DUE TO REQUIRED REVISIONS TO FY '78 TAIPEI TRADE
CENTER PROMOTION PROGRAM SEVERAL EVENTS ARE NOT COVERED

BY CAMPAIGN THEMES PROPOSED IN POSTS PRELIMINARY INPUTS
FOR FY '78 CCP (REF. A). FOLLOWING IS LATEST REVISED
FY '78 TRADE CENTER PROMOTION PROGRAM:

OCT 1977 --ENERGY SYSTEMS TECHNICAL SALES SEMINAR
NOV 1977 --MEDICAL EQUIPMENT SHOW
JAN 1978 --PLYWOOD PROCESSING AND WOODWORKING SHOW
FEB 1978 --PLASTICS PRODUCTION EQUIPMENT SHOW
APR 1978 --BUILDING AND CONSTRUCTION EQPT. SHOW
JUN 1978 --COMMERCIAL FISHING TRADE MISSION
JUL 1978 --PACKAGING EQPT. SHOW
AUG 1978 --ELECTRONIC INDUSTRY PRODUCTION AND TEST EQUIP.
--SHOW
SEP 1978 --COMPUTERS AND RELATED EQUIPMENT SHOW
REQUEST POST REVIEW ABOVE LISTED PROMOTION PROGRAM AND
TO EXTENT POSSIBLE AND APPROPRIATE, COORDINATE FY '78
CCP CAMPAIGNS WITH TRADE CENTER PROMOTION PROGRAM.

4. MACHINE TOOLS IS NOT NOW PART OF FY '78 TRADE CENTER
PROMOTION PROGRAM, NEVER-THE-LESS WE SUPPORT INCLUSION
OF CAMPAIGNS ON METALWORKING AND FINISHING EQUIPMENT
(PRIORITY NO. 1), AND MACHINE TOOLS (PRIORITY NO. 2) AS
FOLLOW ON TO MAY 1977 TRADE CENTER EXHIBITION. AT SAME
TIME, SUGGEST THESE THEMES BE CONSOLIDATED INTO A
SINGLE CAMPAIGN.

5. WE RECOMMEND THAT SEVEN OR FEWER CAMPAIGNS BE MOUNT-
ED IN FY '78 IN ORDER TO ASSURE THAT RESOURCES NOT BE
SPREAD TOO THIN.

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6. REF. A, PARA. NO. 12 "NON CAMPAIGN ACTIVITY: RE-
VERSE TRADE MISSIONS" SAME AS "FOREIGN BUYER PROGRAM.
WE RECOMMEND THAT SHOWS SELECTED BE DRAWN FROM U.S.
TRADE SHOWS SUPPORTED BY THE FOREIGN BUYER PROGRAM
(REF. B). INCORPORATION OF PROMOTION OF ATTENDANCE
BY CHINESE BUSINESSMEN AT SPECIFIC U.S. EXHIBITIONS
MAY ALSO BE AN APPROPRIATE ELEMENT OF OTHER FY '78 CCP
CAMPAIGN WHERE THEME OF U.S. SHOW IS PERTINENT TO CCP
CAMPAIGN. FOR EXAMPLE PROMOTION OF ATTENDANCE AT
THE BUILDING AND CONSTRUCTION EXPOSITION AND CONFERENCE,
CHICAGO, NOVEMBER 1-3, 1977 MIGHT BE AN APPROPRIATE
ELEMENT OF CAMPAIGN NO. 5, REF (A).

7. NON-CAMPAIGN ACTIVITY: GIVEN STATE OF DEVELOPMENT
AND STRUCTURE OF ECONOMY OF REPUBLIC OF CHINA, MUCH
U.S. EXPORT POTENTIAL LIES IN MAJOR PROJECT AND PRODUCT
OPPORTUNITIES OCCURRING IN NON CAMPAIGN SECTORS. AREAS
OF SPECIAL INTEREST INCLUDE: A) CHEMICAL INDUSTRY;

B) COMMUNICATIONS SYSTEMS; C) POWER GENERATION EQUIPMENT;
D) STEEL EXPANSION PROJECTS.
KISSINGER

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Disposition Approved on Date:
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Disposition Event:
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